

Creating a Commercial: Students as Salespeople

- 1) "We all know the enormous impact that television commercials have on us on a daily basis. Even if we say we hate them, we don't realize how much time we spend actually watching them."
- 2) Have students list favorite commercials
- 3) Question students "What associations do you think the marketers are trying to create in hopes of promoting their product as a necessity to being socially acceptable, physically attractive and other desirable things?"
- 4) Show a videotape of a collection of commercials recorded during daytime television, prime time and during Saturday morning cartoons. Lead students in a detailed study of them investigating the average length, audience determination, and goals of specific commercials.
(Saturday morning commercials are generally directed towards children while daytime television are directed towards women, music videos show favor to teenagers, sporting events to men, etc.)
- 5) Discuss how many commercials can be misleading. For example food always looks more delicious when it is advertised. Frozen dinners typically look different than they do in the 4 course meal on a commercial while clothes always look fashionable and flattering on the underweight model than they do in real life.
- 6) Challenge students to invent an item that could be used to improve school life and create a 30 second commercial. Require groups to identify the specific audience and decide on the sales technique that will be appropriate for their product. (Planning, complete production sheet & storyboard)
- 7) Film commercials
- 8) Share and have each group determine the targeted audience and sales technique.